

Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

Beth Thompson
Shasta County Public Health Department
2660 Breslauer Way
Redding, CA 96001

Phone: (530) 245-6857
Fax: (530) 229-8460
Email: bthompson@co.shasta.ca.us

5 a Day-Power Play! Campaign

Felicia Ponce
UC Cooperative Extension, Butte County
2279 Del Oro Avenue Suite B
Oroville, CA 95965

Phone: (530) 538-7067
Fax: (530) 538-7140
Email: fponce@ucdavis.edu

CALIFORNIA STATE UNIVERSITY, CHICO (RURAL NORTHERN CA NUTRITION NETWORK)

LIA - College/University

Dr. Cindy Wolff, Ph.D., R.D.
Program Director
Sierra Cascade Nutrition and
Activity Consortium (SCNAC)
Building 25 Rm 201
Chico, CA 95929-0870

Phone: (530) 898-6164

Fax: (530) 898-5586

cwolff@csuchico.edu

Local Share: \$803,248

State Share: \$401,624

First Funded: FFY 2001

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Wally Herger

CA Sen. Samuel Aanestad

CA Assemblymember Rick Keene

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-7
- Ethnicities: Asian (5%); African American (10%); Latino (25%); Native American (10%); Caucasian (50%)
- Language: Spanish, Hmong, English

Settings

Community Centers; Clinics; Schools

Partners

6 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Tribal Health Organization

Description

To reduce the prevalence of overweight among low-income children in the north state through a targeted awareness campaign designed to increase the recognition and prevention of pediatric overweight.

To prevent and educate regarding pediatric overweight through participation in an eight-week nutrition and physical activity education program, Lifelong Eating and Activity Patterns (LEAP).

To increase knowledge and awareness of the importance of consuming five fruits and vegetables a day. Several "Crunch Lunch" Salad Bars will be held at elementary schools and will feature a celebrity Chef who will discuss the edible parts of a plant: roots, stems, flowers, seeds and leaves.

To improve the food environment and adopt healthy food policies in School Districts through the use of the CDC, School Health Index Self-assessment tool, and the formation of Nutrition Action Councils.

Coordination of local, regional and statewide public/private infrastructure partnerships supporting the *Network's* social marketing plan.

SHASTA COUNTY OFFICE OF EDUCATION - NUTRITION SERVICES

LIA - County Office of Education

Michelle Larsen, RN Health & Nutrition Supervisor 1409 Market Street Redding, CA 96001-1599 Phone: (530) 225-2992 Fax: (530) 225-2976 mlarsen@shastacoe.org	Local Share: \$435,748 State Share: \$217,007 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Wally Herger CA Sen. Samuel Aanestad CA Assemblymember Doug La Malfa
--	---	---

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-3, 9-12; Young Adults; Adults
- Ethnicities: Asian (2%); African American (4%); Latino (13%); Native American (5%); Pacific Islander (1%); Caucasian (75%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Homes; Child Care Centers; Workshops

Partners

7 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services

Description

The Shasta County Office of Education Nutrition and Physical Activity (NAPA) group promotes the benefits of eating 5 or more fruits and vegetables and being physically active for 30 to 60 minutes each day through the following avenues: Family Child Care Homes, Child Development classrooms, Alternative Education High Schools, and families in Shasta County at community events through the following activities.

Visits are conducted using curricula geared toward children and their parents and handouts are provided to take home. Nutritional education reinforcement items (NERI) are offered as incentives. Hands-on activities, such as preparing smoothies and making easy vegetable stir-fry dishes, are provided at the Alternative Education High Schools. There is opportunity for providers to also learn at the various locations.

Besides our monthly NAPA Newsletter, which is sent to teachers and parents, monthly newsletters are also created and sent to Family Child Care Homes and Child Development Classrooms. Each newsletter contains similar information on the "Monthly 5 a Day Fruit, Vegetable, and Activity." This message is repeated on school menus. Recipes are offered, workshops provided, and food demonstrations are included as part of community events and workshops. Flyers are distributed at events such as the Market Fest and Hispanic Fair as a reminder of the *Nutrition Network* tenets.

The NAPA group supports National and State 5 A Day promotions, as well as Lean-N-Green Day in March, which is held in preparation for Spring Into Health in collaboration with the Shasta County Public Health, WIC, and Shasta Coalition for Activity and Nutrition (Shasta CAN).

SHASTA COUNTY PUBLIC HEALTH DEPARTMENT*California Nutrition Network Regional Lead Agency***Beth Thompson**

Project LEAN Coordinator
2660 Breslauer Way
Redding, CA 96001

Phone: (530) 245-6857
Fax: (530) 229-8460

bthompson@co.shasta.ca.us

Local Share: \$314,965

State Share: \$157,384

Grant Amount: \$103,540

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Wally Herger
CA Sen. Samuel Aanestad
CA Assemblymember Doug La Malfa

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1, 2; Young Adults; Adults
- Ethnicities: Asian (4%); African American (4%); Latino (9%); Native American (2%); Caucasian (82%); Other (1%)
- Language: English

Settings

Community Centers; Schools; City Buses

Partners

15 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Retailers, Smuckers

Description

Regional staff provides expertise for media inquiries and activities occurring in the region and coordinate activities in the region for State-sponsored media campaigns, including National 5 A Day Week.

The agency works with California State University, Chico faculty to implement and evaluate their Community-Based Social Marketing Project. The goal of the project is to increase fruit consumption by one serving per day in Extended Opportunity Program and Services (EOPS) low-income female students at a local community college. The message is being distributed in newsletters, a web page, health fairs, and brochures, table tents, and posters on campus. Staff is also working with college food services to create an environment to support this behavior.

Collaborating with the Shasta Coalition for Activity and Nutrition (CAN), the project assesses current food/nutrition/physical activity programs or policies in 10 to 20 Shasta County elementary schools and distribute results to key stakeholders. Based on the results of these assessments, the project works with schools to develop and implement policies to address the findings and provides technical support and training for physical activity promotion in one pilot elementary school. For preschool-aged children, the project develops and distributes a physical activity curriculum resource guide. In addition, it will also be promoting gardening via presentations, articles, and education brochures in Shasta County as an inexpensive way to increase fruit and vegetable consumption.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, BUTTE COUNTY*5 a Day—Power Play! Campaign Regional Lead Agency***Felicia Ponce**

Project Coordinator
2279 Del Oro Avenue, Suite B
Oroville, CA 95965

Phone: (530) 538-7067
Fax: (530) 538-7140

fponce@ucdavis.edu

First Funded: FFY 2001

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. John T. Doolittle
CA Sen. Samuel Aanestad
CA Assemblymember Rick Keene

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

The University of California Cooperative Extension, Butte County acts as the Sierra Cascade Region's lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play! Steering Committee*. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 18,000 impressions with the region's 9,164 low-income 9- to 11-year-old children. The Sierra Cascade Region includes Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba counties.